



**Who are we?** The Healthy Communities Coalition of Lyon and Storey Counties is a grass roots based partnership whose vision is to mobilize, share, and collaborate for healthy communities for all to grow, live and learn. We strive to promote and support sustainable, culturally inclusive prevention services, community initiatives, and capacity building systems that address all factions of a healthy community for all members.

**Where are we?** Lyon and Storey Counties are located in rural Nevada east of Minden, Carson and Reno. Our office is located in the Dayton Community Center, 170 Pike Street in Dayton.

**A Slice of Life in Two of Nevada's Rural Counties** Nevada ranks seventh among the states in size, having an area of 110,540 square miles. Storey and Lyon counties represent a total of 2,250 square miles, which is only 2% of the state, but nearly twice the size of the state of Rhode Island and slightly larger than the state of Delaware. Most of its communities are located in remote areas of each county, distanced from centralized services and without access to the more typical resources of larger cities such as public transportation, recreational programming, health services, full service grocery stores, and mental health services by as much as 60 miles in some areas. Due to the distance between the communities, one program cannot encompass all of the population centers without duplicating staff or other resources for each area.

The Dayton, Silver Springs, and Fernley Corridors are experiencing one of the fastest growth rates in the nation, and those communities are reeling trying to keep up with the growth. Local government is consumed with infrastructure issues of enough water, sewer, little to no master planning, developments right and left, and the political hot bed of roads, roads, roads—not enough, not big enough, not paved, not signed, not lighted, not safe. With all the emphasis on physical infrastructure, our local leaders barely have time to think about the community residing in those “developments”, but community is more than housing.

**How?** The Healthy Communities Coalition strives to include a diverse population over several hundred miles, and thus we have multiple ways for our communities to become involved including coalition membership, task force membership, and Board elected positions.

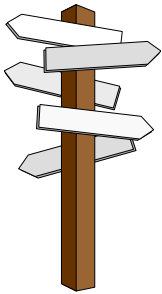
Our **coalition membership** focuses on federal state and local agencies, service providers, and community members who work in strategy teams such as youth prevention, senior

issues, and basic health issues to address needs as they surface in our communities. Our strategy teams lead the coalition members and task forces to help meet those needs through effective collaboration.

We also maintain **Task Forces** in 6 of our communities—Virginia City, Silver City, Dayton, Silver Springs, Fernley and Yerington. Task Force meetings are typically held in the evenings and made up of community members such as youth, senior citizens, teachers, parents, local leaders, service group members, faith leaders, and youth prevention advocate groups. Our task forces are our local experts who focus on their individual community needs, assets, risk factors, and projects. Our task forces are where different community groups can come together for joint projects and to holistically plan to better the community.

Governing and leading our Coalition is our **Board of Directors** who acts as the “glue” to help hold our coalition together and maintain our vision and mission.

**Which Way to Go?** HCC with funding and support from the Bureau of Alcohol and



Drug Abuse (BADA) trained a Task Force adult and youth volunteer from each community in the Seven Steps to Prevention Programming. These 12 leaders, with the help of their task forces distributed and collected 500 Community Norm Surveys conducted 100 Key Leader Interviews assessing community readiness for prevention. The leaders then presented the results as this data and supporting archival data to the community task force members and leaders to prioritize their community’s risks and assets.

*"I think it's important for me to get involved because I can tell the older people my opinions and they get a new outlook in different projects. I think if youth get involved with all the little kids, we show the little kids how they can get involved also and it's cool to get involved." Rita Wilkerson—Dayton Youth*

***Priority Risk Factors:***

1. Low Neighborhood Attachment/Community Disorganization/Transitions & Mobility
2. Favorable Parental Attitudes and Involvement in the Problem Behavior/Favorable Community Attitudes to Problem Behavior
3. Availability/Early Initiation of Problem Behaviors
4. Low Commitment to School

***Prioritized Developmental Assets to be promoted:***

1. Caring School Climate
2. Cultural Competence and Peaceful Conflict Resolution
3. Positive Family Communication
4. Adult Role Models

***Readiness Levels***

Dayton 15 adult key leaders were assessed and 5 youth. The stage of readiness was calculated at vague awareness of prevention efforts. Below are the following themes. Themes and unique responses:

*1. Community Knowledge of Efforts*

**Theme:** Need for consistency in enforcement. Many knew DARE and GREAT but little else. Some did mention Central Lyon Youth Connections. A few mentioned that transportation was an issue.

**Unique:** "Had enough programs but needed to expand and better advertise."

*2. Leadership*

**Theme:** Law enforcement, school counselors, and Central Lyon Youth Connection.

**Unique:** Peers

*3. Community Climate*

**Theme:** Rural, friendly, growing too fast, not defined as a community, apathy, were some common themes—overall positive.

**Unique:** parasite community, clickish

*4. Knowledge about the issue*

**Theme:** Uneducated about the issue—some felt they know a little. Knowledge increased with proximity with kids.

*5. Resources for Prevention Efforts*

**Theme:** Get resources from internet, school, law enforcement, and community center. Many did not know.

**Unique:** "I would turn to my friends not adults".

***Dayton Gaps in Services:***

1. No public or private Junior High after-school program exists. Middle school kids are congregating at the County Branch Library sometimes in numbers of 30+ straining that resource.
2. Little school based consistent prevention for ATODs going on at the middle school.
3. Little to no prevention for 18-24 year old youth.

***Dayton task force is working on the following goals:***

- Create opportunities for youth to succeed.
- Help develop more positive role models out of people in positions of power and influence.
- Create opportunities for youth to have a consistent and ongoing voice in town.

***Projects and tasks Dayton Task Force is currently working on:***

- Continue to support and strengthen the Dayton and Silver Springs mentoring program.
- Continue to support and strengthen the Stand Tall Youth Against Underage Drinking youth led initiative dedicated to the prevention of underage drinking-- these teens will mentor younger teens who are first time offenders with substance abuse.
- Complete at least one Service Learning Project in 2004 linking adults and youth in a project that promotes learning and meets a true community need to build a healthy community.
- Support new Best Practice Program *Parents Who Care*.

# Fernley

*“It’s important to get involved in my community to make the kid’s future brighter. When they get older they’ll know that they have a better chance of getting into college because we helped them in the beginning” Jackie Cresola—Fernley youth*

## ***Risk Factors:***

1. Availability of Drugs/Substance Abuse
2. Favorable Parental Attitudes and Involvement in the Problem Behavior
3. Low Neighborhood Attachment
4. Economic Deprivation - (Youth Task Force submitted as a Risk)

## ***Developmental Assets the Fernley group would like to work on:***

1. Positive Youth programs
2. Creative activities
3. Restraint Skills
4. Positive peer influence
5. Community values youth
6. Positive Adult role models
7. Positive view of personal future

## ***Assessed Readiness Levels:***

Fernley performed 33 adult key leader surveys and 4 youth. The stage of readiness was calculated at vague awareness of prevention efforts. Below are the following themes.

### *1. Community Knowledge of Efforts*

**Theme:** Desire to learn only seen when it “happens to them”. People think school and DARE are taking care of it.

### *2. Leadership*

**Theme:** Most leadership is voluntary with exception of DARE.

**Unique:** Should not be requested of school board.

### *3. Community Climate*

**Theme:** Fernley is a bedroom community with lingering small town mindset...that doesn’t happen here.

**Unique:** Hispanic resources need addressed. (brought up by each Hispanic community member interviewed)

### *4. Knowledge about the issue*

**Theme:** Community generally aware of possible problems but no knowledge of specific data, statistics and resources were lacking.

### *5. Resources for Prevention Efforts*

**Theme:** Overwhelming need voiced for activities and or community center

**Unique:** Parks as prevention especially in Hispanic community where they utilize low cost family focused activities.

***Gaps in Prevention Services***

1. No public Junior High school after-school program exists.
2. Little school or community based programmatic prevention for ATODs.
3. No Model Programming.
4. There is little organized support for youth programming in the community. (We know this is not a tangible gap, but this is one reason Fernley has very little youth programming and one of Fernley's task force top priorities.)
5. No city recreation department—the park department just maintains the grounds.
6. Little to no prevention for 18-24 year old youth

***To address the above risks and promote the Developmental Assets chosen the Fernley Task Force has the following goals:***

1. Create positive youth programs and events
2. Increase adult involvement in community
3. Encourage positive relationships with schools and school staff
4. Develop cooperative resources in the community
5. Community advocacy
6. Offer resources and opportunities to elementary, intermediate and high school age students
7. Build networking base with business, industry and government on behalf of youth

***Projects and tasks Fernley Task Force is currently working on:***

- Teen Prevention Health Fair
- Collaborating with Parks and Recreation to plan a quality summer teen program

*“I think it’s important for me to get involved in the community because I know what the kids like and I know what they want, so then I can actually do it: make a better place for them. I think the community benefits from the youth getting involved because then it keeps kids from making bad choices and it helps them have a good future.”*  
Jonathan Ball—Silver Springs Youth

**Key risk factors the Silver Springs task force prioritized and is currently focusing on:**

1. Availability of Drugs
2. Low Neighborhood Attachment
3. Community laws and norms favorable to drug use, firearms, and crime

**Key assets the Silver Springs task force is focusing and building upon:**

1. Service to others
2. Neighborhood boundaries
3. Constructive use of time
4. Restraint and resistance skills

**Readiness Assessment**

Silver Springs performed 12 adult key leader surveys and 5 youth. The stage of readiness was calculated at vague awareness of prevention efforts. Below are the following themes and unique responses.

*1. Community Knowledge of Efforts*

**Theme:** The awareness is low except for DARE, GREAT, and the public health nurse.

**Unique:** Going to the store for prevention, and sports and 4-H were prevention.

*2. Leadership*

**Theme:** A bit of confusion did we want names or agencies? Some typical responses were: Officer Block with DARE, Task Force.

**Unique:** What leaders?

*3. Community Climate*

**Theme:** Many described the community geographically, some described it negatively, some saw the possibilities, and many talked about the rapid growth.

**Unique:** People willing to help.

*4. Knowledge about the issue*

**Theme:** Most referred to DARE and GREAT. Many adults do not know what to do about prevention or don’t care. Some were not aware and felt like lack of support from parents was an issue as well as transportation.

**Unique:** Stand Tall, WAIT

*5. Resources for Prevention Efforts*

**Theme:** School counselors, sheriff, health nurse, and religious programs.

**Unique:** turn to parent

***Gaps Prevention in Services***

1. No public or private middle school after-school program exists.
2. Little school based consistent prevention for ATODs going on at the middle school.
3. Little to no prevention for 18-24 year old youth
4. No model programming

***Silver Springs Task Force is working on the following goals:***

- Find out what young people want and need to occupy their free time. What do they want in their community?
- Recruit more youth to be on the task force.
- Involve more youth in the community in leadership and ambassador roles.

***Projects and tasks the Silver Springs Task Force is currently working on:***

- Work with schools and community to continue parent nights where prevention and asset messages and information are given out.
- Continue to support Friday Night Live and alternate youth activities such as the summer recreation program.
- Help celebrate the opening of the new Silver Stage High School and work with the school and community to make it a true community hub and treasure.
- Create a strong group of citizens willing to take on the task of opening a community center.





# Yerington

*It's important for me to get involved to let other kids know that they're cared for, and if they know that they're cared for then they're going to want to care for other people. The future of the community, I think will be better if you get more kids involved."*

*Dena Wagner--Yerington Youth*

## ***Key risk factors the Yerington task force prioritized and is currently focusing on:***

1. Lack of Commitment to School
2. Family Management
3. Favorable Attitudes toward Problem Behavior
4. Economic Deprivation

## ***Key assets the Yerington task force is focusing and building upon:***

1. Constructive use of time
2. Diversity/empathy
3. Work Ethic
4. Integrity

## ***Readiness Assessment***

Yerington performed 12 adult key leader surveys. The stage of readiness was calculated at vague awareness of prevention efforts. Below are the following themes and unique responses.

### ***1. Community Knowledge of Efforts***

**Theme:** Desire Boys and Girls Clubs, DARE, Boy Scouts, Girl Scouts,  
One time events, non knowledge given to parents.

### ***2. Leadership***

**Theme:** Most could not specify.

**Unique:** Leaders are the youth that get involved.

### ***3. Community Climate***

**Theme:** Friendly, small community, with serious economic issues. The unemployment rate is high and kids are disconnected with senior citizens.

**Unique:** Special treatment if you are from certain families.

### ***4. Knowledge about the issue***

**Theme:** Knowledgably if the issue has personally impacted them. Some people know, but you have to have money for the activities. People have to believe and be sure of the success of a project and then they will support it. Perception that some are afraid to admit there are problems because it could discourage new business, people and money to Yerington.

**Unique:** local pastor never heard of ecstasy

### ***5. Resources for Prevention Efforts***

**Theme:** Internet, fliers, newspapers, Boys and Girls Club

***Yerington's Gaps in Prevention Services***

1. Little to no prevention for 18-24 year old youth.

**Yerington Task Force is working on the following goals:**

- Raise and secure funds to insure success!
- Get more youth involved in asset-building.
- Organize a communication campaign that links to the public and other youth-focused groups.
- Focus on what is doable and get it done on time.

**Projects and tasks Yerington Task Force is working on:**

- Continue with an ongoing Service Learning Project that partners youth with the local theater to present community plays that focus on youth making good choices about drugs.
- Continue to support 4H programs that use older youth to mentor younger youth through animal science activities.
- Continue to work with the Boys and Girls Club to schedule alternative activities for Yerington youth.

*"Because you have to know all the people that live around you, and you have to help them out because then it gives you a better outlook on the community around you. Then you can leave a legacy to other little kids". (Des--Virginia City Youth)*

***Key risk factors the Storey County Task Force prioritized and is currently focusing on: (Identified by sector):***

1. Availability of Drugs/Substance Abuse (COMMUNITY)
2. Favorable Parental Attitudes and Involvement in the Problem Behavior (FAMILY)
3. Lack of Commitment to School (SCHOOL)

***Developmental Assets the Storey County group would like to work on:***

1. Support – Caring School Climate
2. Constructive Use of Time – Quality youth programs
3. Positive Values – Restraint Skills
4. Positive Identity – Self-Esteem

***Readiness Assessment***

Storey County performed 10 adult key leader and 8 youth key leader surveys. The stage of readiness was calculated at vague awareness of prevention efforts. Below are the following themes and unique responses:

***1. Community Knowledge of Efforts***

**Theme:** Rules do not apply to everyone equally—you could be in the network or out. Community Chest and NV Works was mentioned often.

***2. Leadership***

**Theme:** School District, and Community Chest, County Commissioners

**Unique:** Sheriff is not consistent with enforcement

***3. Community Climate***

**Theme:** The overall perception was positive. Many said a good climate but not safe. Storey County very dissected and most people have a concern for community but are apathetic.

**Unique:** Evidence that school staff is giving alcohol to students.

***4. Knowledge about the issue***

**Theme:** Most people know but don't do anything about the problems. The culture is based on "C" Street where drinking and gambling are promoted. Get information at Community Chest.

***5. Resources for Prevention Efforts***

**Theme:** Community Chest, task forces, counselors, and churches

**Unique:** Sheriff, and parent.

***Gaps in Prevention Services***

1. No 5 day a week Junior High after school program.

2. Little consistent model programming.
3. Little to no prevention for 18-24 year old youth.

***Storey County Task Force is working on the following goals:***

- Educate the school board and other formal groups about the task force and Assets.
- Mobilize resources to make sure all kids have equal starts/steady starts.
- Involve more youth in the community in leadership and asset-building roles to serve as cross-age coaches and mentors.

***Projects and tasks Storey County Task Force is working on:***

- Create and support several after-school clubs that will focus on different aspects of art, culture, history, leadership, and prevention at the middle school. The task force will meet monthly with leaders from these clubs to get information about how they are working. The clubs will be held at the middle school with an adult mentor.
- Continue to organize "Off the Hill Fieldtrips" to provide positive alternatives that are drug and alcohol free and where students are exposed to positive leadership.
- Continue with the ongoing Service Learning Project that is bringing together local historians and students to create an interpretive trail for residents and tourists.
- Continue to glamorize youth sobriety.

# Silver City

***Key risk factors the Silver City Task Force prioritized and is currently focusing on:***

1. Availability of Tobacco, Alcohol and Other Drugs
2. Extreme Economic Deprivation
3. Early Initiation of Problem Behavior- of roughly 16 Silver City children over age 8 and under age 18, five of them are believed to be on probation or within the juvenile justice system, although there is no data to prove this. It is demonstrable that Lyon County has a very high rate of juvenile crime compared to the State rate.

***Assets That Need Strengthening:***

1. Family Boundaries-family has clear rules and consequences and monitors the young person's whereabouts. (External asset of Boundaries and Expectations)**Cultural**
2. Competence-younger person has knowledge of and comfort with people of different cultural/racial/ethnic backgrounds. (Internal Asset of Social Competency)
3. Resistance Skills-young people can resist negative peer pressure and dangerous situations. (Internal Asset of Social Competency.)

***Readiness Assessment***

Silver City performed 12 adult key leader surveys. The stage of readiness was calculated at vague awareness of prevention efforts. Below are the following themes and unique responses.

***1. Community Knowledge of Efforts***

**Theme:** Some people were irritated about being asked about prevention. People responded that the town has a community feeling and responds to needs through an informal network.  
**Unique:** Good that the task force is thinking about prevention instead of only responding to crisis.

***2. Leadership***

**Theme:** Quest, Sherrie Rose, Dee.

***3. Community Climate***

**Theme:** Strong individual rights. There is a perception of high tolerance for diversity in culture, religion, and lifestyles, but also high tolerance for risky behavior. What you are doing is no one else's business.

***4. Knowledge about the issue***

**Theme:** Recognition of something has to be done about the drug and alcohol use, but very wary of intrusive solutions. Many thought that the knowledge might be outdated. Some felt the community is very skeptical about the current solutions and worried about intrusion.

***5. Resources for Prevention Efforts***

**Theme:** Not enough and the current resources are informal or punitive. Outside perception that Silver City is not deserving of more formal resources.

***Gaps in Prevention Services:***

As of current, Silver City residents must travel to Dayton or Virginia City for any formal services.

***Silver City is working on the following goals:***

Summer recreation program that will feed, teach, and provide a safe place for the children in the summer.